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CENSUS OF MERCHANDISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANDISE TRADE IN NEW BRUNSWICK, 1941
(Preliminary Report)

Retail sales in New Brunswick totalled almost \$100,000,000 in 1941 according to preliminary compilations for the Census of Merchandising and Service Establishments which formed part of the Decennial Census of that year. There were 4,774 retail stores in the province in the year under review and these had sales of \$99,480,700, an increase of 18 per cent over the \$84,371,900 recorded for 1930, the only other year for which complete retail trade statistics are available. Payroll to employees but exclusive of proprietors' earnings amounted to \$8,126,100 in 1941, while retail inventories at the end of the year were valued at \$17,024,000.

The scope of the Census of Merchandising for 1941 varied slightly from that of 1930, figures for the earlier year including certain minor types of business either excluded altogether from the 1941 Census or else included in a supplementary section of the report rather than in the main tables. On excluding figures for these types, an increase of about 16 per cent in the number of stores in operation is recorded between the two census periods.

For Census purposes, retail stores are divided into various kind-of-business classifications, these classifications depending partly upon popular designation and partly upon the kind of commodities handled. The individual kind-of-business classifications are then combined into ten major groups.

Comparisons of the figures for individual kind-of-business classifications between the two years are distorted in some instances by changes in definition and methods of classification. They are also affected by changes in the nature of the business transacted by certain stores, changes which may develop gradually or occur suddenly and which may require the transference of the store in question from one kind-of-business classification to another. Some stores transact business on both a wholesale and retail basis and only those stores whose business is transacted chiefly on a retail basis are included in the Retail Section of the Census. Establishments operating chiefly at wholesale are included in the Wholesale Section. Slight changes in the relative proportions of retail and wholesale business transacted by certain firms may have necessitated their transference from one section of the census reports to another. Changes in number of stores and value of sales between the two census periods for individual lines of business, as shown in the accompanying tables, must be interpreted in the light of these factors.

Included in the total figures for 1941 were 2,153 stores classified broadly as belonging to the food group and including such types of outlets as fruit and vegetable markets, grocery stores, meat markets, etc., which deal chiefly, although not exclusively, in food products. These stores had sales of \$21,122,700 in 1941, an increase of 41 per cent over the corresponding figures for 1930. Included in the food group were 1,462 grocery stores with sales of \$9,562,900, up 34 per cent over the business transacted by 999 grocery stores in 1930. The increase in business for stores selling both groceries and fresh meats and classified for census purposes as combination stores was much greater. There were 248 such stores in New Brunswick in 1941 with sales of \$8,999,100, a gain of 78 per cent over the business transacted by 215 combination stores in the earlier census year. On the other hand, the business done by straight meat markets declined by 35 per cent from \$778,200 in 1930 to \$505,900 in 1941. There were 587 stores classified as country general stores in New Brunswick in 1941 and these had sales of \$9,784,600, down 6 per cent from the business transacted by 666 country general stores eleven years ago. Country general stores are defined as stores carrying a general line of merchandise and located in places of less than 2,000 population. Food products are usually sold in these stores but if the sale of such products amounted to as much as 80 per cent of the total business, the store is classified as a grocery store rather than a country general store.



Department stores, variety stores and other stores selling a general line of merchandise are classified broadly for census purposes as belonging to the general merchandise group. There were 157 such stores in the province in 1941 with annual sales of \$19,801,900, down 4 per cent from the business done by 138 stores of this type in 1930.

There were 502 retail establishments engaged in some phase of the automotive trade and assigned to the automotive group of establishments. These firms had sales of \$15,786,900 in 1941, up 35 per cent over the business transacted by 449 establishments in 1930. Sales of motor vehicle dealers increased 14 per cent between the two Census periods; garage receipts were down 44 per cent while the gain for filling stations was outstanding at 209. There were 344 filling stations in New Brunswick in 1941, with sales of \$4,603,500, while in 1930 there were 188 filling stations with sales of \$1,489,300. The garages included in this report are those establishments combining repairs with the sale of gas, oil, accessories and equipment, but where receipts from repairs and other services amounted to less than one-half the total business. When revenue was reported as being derived chiefly from repairs, the establishment was assigned to the service section of the Census rather than the merchandising.

The apparel group of stores included 329 establishments with sales of \$7,612,200, up 19 per cent over the business done by 307 stores in 1930. Sales for stores specializing in men's wear were down 6 per cent. Family clothing store sales gained 21 per cent while sales for stores specializing in women's wear were up 44 per cent. Included also in the apparel group were 40 shoe stores with sales of \$1,163,300, up 32 per cent over the business transacted by 39 shoe stores in 1930.

There were 107 establishments assigned to the building materials group with \$3,817,000 sales in 1941, up 13 per cent over the volume of business recorded for this group in the 1930 census. Included in these figures were 56 hardware stores with sales of \$2,967,400 in 1941 compared with 47 stores and \$1,553,100 sales in 1930. There were also 8 establishments classified as retail lumber and building material dealers in 1941 and these had sales of \$474,100. These figures relate only to retail places of business where manufacturing activities are not carried on. They do not include saw mills, planing mills, or other establishments combining the sale of lumber and building materials with manufacturing operations. Such establishments are included in the Census of Industry rather than in the Census of Merchandising and Service Establishments.

Firms dealing chiefly in furniture and household appliances, musical instruments or other household requirements numbered 74 in 1941 with annual sales of \$2,561,600 unchanged from the business transacted by 82 such stores in 1930. Included in the totals for 1941 were 38 furniture stores with sales of \$1,760,000 compared with 35 furniture stores and \$1,678,000 sales in the Census of 1930. On the other hand, the volume of business for stores classified as household appliance or radio dealers declined between the two Census periods, a result which is probably due to the transference of some stores assigned to this category in 1930 to the furniture group in 1941.

A pronounced increase in sales was recorded in the restaurant group of establishments. There were 299 restaurants of various types in New Brunswick in 1941 with sales of \$2,572,100, up 114 per cent from the business transacted by 174 restaurants in 1930. Other important lines of business for which figures are shown in the accompanying tables include drug stores, of which there were 112 in 1941, with sales of \$3,486,800, a gain of 50 per cent over the business transacted by 115 drug stores in the earlier census. Jewellery store sales increased 94 per cent from 37 stores and \$502,900 sales in 1930 to 43 stores and \$976,400 sales in 1941. There were 36 government liquor stores in the province in 1941, with sales of \$6,436,700, while in 1930 there were 37 stores and \$4,801,600 sales.

Chain Stores

There were 217 units of chain store companies operating in New Brunswick in 1941 and these had sales of \$19,815,500 or 19.9 per cent of the total business of all stores including both chains and independents. In 1930 there were 165 chain store units with \$11,929,300 sales or 14.1 per cent of the total retail business for that year. For census purposes, the chain figures include all firms having four or more retail outlets with the exception of department stores and mail-order houses. All department stores and mail-order houses or offices are classified for census purposes as independents irrespective of the number of units operated by any one firm. The chain figures relate to corporate chains only. Voluntary chains in which the individual firms are independently owned but are grouped for buying or advertising purposes are classified as independents rather than as chains. Government liquor stores are classified as chains when more than four stores are operated by any one provincial government. The marked increase in government liquor store sales between 1930 and 1941 is an important factor accounting for the increase in the ratio of chain to total sales between the two years.

The position occupied by retail chains in the food retailing field declined in 1941 from 1930. In the year under review, there were 27 units of chain grocery or combination stores and these had sales of \$1,533,100 or 8.3 per cent of the total sales of all grocery or combination stores. In 1930 there were 30 units of grocery or combination store chains and these had sales of \$1,577,400 or 12.9 per cent of the total.

Scope of Report

This report is one of a series presenting results of the Census of Merchandising and Service Establishments, 1941. This census was taken by mail, the mailing list for the purpose having been prepared by the Population Census enumerators who were instructed to list the names and addresses of all business firms in their respective enumeration areas in June, 1941. Specially prepared schedules were mailed early in 1942 to all firms thus listed on which to report their business operations for the calendar year 1941 or the fiscal year conforming most closely with that period.

This report covers only the salient features of retail merchandising establishments and shows the number of stores, value of sales, annual payroll and year-end inventory for stores classified by kind of business. Figures are shown in detail for the province as a whole and for St. John. Figures in lesser detail are shown for each county and for each incorporated place of 1,000 population or over. The operations of these types of service establishments coming within the scope of the census will be shown in a later report. A report on the wholesale trade will also be published. More detailed reports covering other phases of the retail trade are in the course of preparation.

Supplementary Reports

The results summarized in the preceding sections relate to regular established retail places of business. In addition, reports were received from a large number of persons who either had no established place of business or else did not devote their full time to retail trading. Reports were received from 631 such persons and these reported total annual sales of \$510,900 in 1941. Itinerant operators dealing in medicinal preparations, agents for women's made-to-measure garments and farm implement agents having no established places of business form the most common types included in these supplementary figures.

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Table 1. NEW BRUNSWICK--Retail Merchandise Trade, by Kinds of Business
Comparison of Stores and Sales, 1930 and 1941. Payroll and Inventory, 1941

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.
An (n.c.) indicates that figures for 1930 and 1941 are not comparable due to differences in the scope of the Census for the two years.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
TOTAL, ALL STORES	4,434	4,774	\$ 84,371,900	\$ 99,480,700	+ 17.9	\$ 8,126,100	\$ 17,024,000
Total, Comparable Stores (1)	4,087	4,749	83,537,800	99,155,600	+ 18.7	8,095,000	17,005,100
Food Group	1,818	2,153	14,982,500	21,122,700	+ 41.0	1,123,700	2,249,300
Bakery products stores (2)	35	27	133,800	177,600		25,800	3,200
Candy and confectionery stores --							
Candy, nut stores	7	3	5,200	(x)		(x)	(x)
Confectionery stores	229	327	970,300	1,253,700		62,300	145,000
Dairy products dealers --							
Dairy products stores (3)	3	8	6,700	93,800		5,100	13,200
Eggs and poultry stores	-	2	-	(x)		(x)	(x)
Milk dealers (n.c.) (4)	189	6	545,500	161,600		23,600	1,300
Fruit and vegetable stores	8	10	120,100	184,200		8,800	8,500
Grocery stores (without fresh meats)	999	1,462	7,144,000	9,562,900	+ 33.9	378,900	1,251,100
Combination stores (groceries and meats)	215	248	5,050,100	8,999,100	+ 78.2	570,200	776,800
Meat markets (including sea foods) --							
Meat markets	97	48	778,200	505,900	- 35.0	35,300	19,500
Fish markets	20	10	144,900	90,100		9,100	12,200
Other food stores --							
Caterers	1	-					
Coffee, tea and spice stores	4	1					
Delicatessen stores	-	-	83,700	12,100		1,400	2,000
Food stores with non-food departments	2	-					
Other food stores	9	1					
Country General Stores	666	587	10,388,100	9,784,600	- 5.8	395,000	2,633,800
General Merchandise Group	138	157	20,528,000	19,801,900	- 3.5	2,223,900	3,644,400
Mail-order houses and offices	-	31					
Department stores	8	4					
General merchandise and dry goods stores	110	75	20,528,000	19,801,900	- 3.5	2,223,900	3,644,400
Variety stores	20	47					
Automotive Group	449	502	11,689,500	15,786,900	+ 35.1	1,296,200	1,968,800
Motor vehicle dealers --							
Automobile dealers	100	46	8,642,000	5,221,500		416,900	655,600
Automobile dealers with wholesale car departments		8		2,144,400		204,100	326,300
Automobile dealers with farm implements	9	19	279,200	2,328,500	+ 14.2	267,400	664,400
Used car dealers	4	3	49,700	51,500		1,300	3,900
Accessory, tire and battery shops	11	13	(x)	321,600		37,500	34,800
Garages	136	69	1,108,400	615,900	- 44.4	62,200	65,900
Filling stations	188	344	1,489,300	4,603,500	+209.1	306,800	217,900
Other automotive establishments	1	-	(x)	-		-	-
Apparel Group	307	329	6,373,300	7,612,200	+ 19.4	640,600	2,265,200
Men's and boys' clothing and furnishings stores --							
Men's clothing or clothing and furnishings stores	55	50	1,299,100	1,257,600		91,100	409,900
Men's furnishings stores	14	4	158,700	(x)	- 5.6	8,300	22,400
Men's hat stores	-	1	-	(x)		-	300
Custom tailors and made-to-measure clothing	45	31	391,100	412,900		55,600	51,300
Family clothing stores	54	74	2,291,000	2,769,900	+ 20.9	220,900	976,300
Women's apparel and accessories stores --							
Women's ready-to-wear stores	35	70	897,600	1,364,200		106,000	278,100
Hosiery, lingerie and accessories stores	4	7	(x)	44,400		2,400	20,800
Millinery stores	48	32	189,500	173,800	+ 43.5	15,500	25,800
Furriers--fur shops	6	6	130,500	303,000		47,900	37,900
Infants' and children's wear stores	1	4	(x)	25,800		1,900	12,800
Other women's apparel stores	6	10	108,800	13,600		3,100	1,500
Shoe stores --							
Men's shoe stores	1	2					
Women's shoe stores	-	-	881,800	1,163,300	+ 31.9	87,900	430,100
Family shoe stores	38	38					

- (1) Excludes milk dealers and farm implement dealers, figures for which are not comparable for the two years.
 (2) Exclusive of manufacturing bakeries. In addition to the sales reported here, retail sales of manufacturing bakeries were reported at \$451,300 in 1941.
 (3) Exclusive of manufacturing dairies. In addition to the sales reported here, retail sales of manufacturing dairies were reported at \$811,600 in 1941.
 (4) Figures for 1930 include producer-distributors of milk. Such distributors are not included in the 1941 Census.

Table 1. NEW BRUNSWICK--Retail Merchandise Trade, by Kinds of Business--(Cont'd)

Comparison of Stores and Sales, 1930 and 1941. Payroll and Inventory, 1941

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

An (n.c.) indicates that figures for 1930 and 1941 are not comparable due to differences in the scope of the Census for the two years.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
Building Materials Group	120	107	\$ 3,391,600	\$ 3,817,000	+ 12.5	\$ 507,100	\$ 1,261,600
Hardware stores --							
Hardware stores	45	54	1,553,100	2,967,400		373,600	1,090,100
Hardware and farm implements	2	2					
Lumber and building material dealers --							
Lumber and building materials	11	8	830,800	474,100		74,400	84,100
Lumber and building materials, coal and wood	2	-					
Other building materials	4	2	324,200	(x)		(x)	(x)
Electrical supply stores	12	11	159,000	(x)		(x)	(x)
Heating and plumbing equipment dealers	34	20	346,400	149,900		22,500	28,400
Paint, glass and wallpaper stores	10	10	178,100	128,300		23,200	41,600
Furniture--Household--Radio Group	82	74	2,559,700	2,561,600	+ 0.1	365,900	708,600
Furniture stores --							
Furniture stores	33	33	1,678,000	1,760,000		205,900	518,400
Furniture and undertaker	2	5					
Household appliance or radio dealers --							
Household appliance stores	13	19	284,700	612,600		144,200	146,300
Household appliance stores with radio	11	3	175,100	79,600		8,500	18,700
Radio and music stores --							
Radio specialty stores	3	3	285,500	50,000		4,100	13,500
Radio and music stores	-	2					
Piano and music stores	8	-					
Other home furnishings and appliance stores --							
Antique shops	2	3	136,400	59,400		3,200	15,700
China, glassware, kitchenware	6	4					
Floor coverings, curtains, interior decorations	2	1					
Pictures and picture framing stores	1	-					
Other home furnishings stores	1	1					
Restaurant Group	174	299	1,204,300	2,572,100	+113.6	347,800	87,300
Restaurants, cafeterias and other eating places							
Eating places with other merchandise	174	163	1,204,300	1,795,500		263,900	50,800
Refreshment booths and stands		103					
		33		741,500	+113.6	81,500	34,700
				37,100		2,400	1,800
Other Retail Stores	650	528	13,167,700	16,267,500	+ 23.5	1,206,300	2,177,800
Farm implement dealers (n.c.) (5)	158	19	288,600	163,500		7,500	17,600
Feed stores --							
Feed stores (flour, feed, grain and seed)	20	26	691,600	614,400		22,000	46,100
Farmers' supply stores	3	2					
Business shops	17	11	67,500	123,100		13,600	24,600
Book and stationery stores	15	19	350,500	216,100		16,700	60,200
Coal and wood yards (ice dealers) --							
Coal and wood yards (including ice)	53	68	2,426,100	2,312,100	- 7.3	233,200	339,000
Ice dealers	9	9	106,900	36,500			
Drug stores --							
Drug stores without soda fountain or lunches	115	60	2,331,000	1,191,900	+ 49.6	119,100	283,700
Drug stores with soda fountain or lunches		52					
Jewelry stores	17	10	202,300	146,000		267,400	416,500
Gift, novelty and souvenir shops	6	19	34,600	77,300		25,300	9,500
Camera and photographic supply stores	2	5	(x)	62,200		6,800	29,400
Jewelry stores	37	43	502,900	976,400	+ 94.2	9,700	11,900
Musical instrument stores --(without radios or pianos)...	4	2	(x)	(x)		125,400	304,600
Wardrobe stores	4	5	51,600	39,400		(x)	(x)
Wardrobe stores and smallwares	7	1	54,000	(x)		5,500	6,400
Office, store and school furniture equipment supplies ..	11	9	297,600	293,000		(x)	(x)
Opticians and optometrists	9	16	67,300	135,900		54,200	50,200
Porting goods stores	7	6	42,000	59,000		14,400	25,700
Bacco stores and stands	43	81	608,500	529,700	- 12.9	11,800	15,000
Government liquor stores	37	36	4,801,600	6,436,700	+ 34.1	27,900	62,000
Unclassified kinds of business	76	29	197,600	383,800		166,500	387,200
Second-Hand Group	30	38	87,200	154,200	+ 76.8	52,500	64,800
						19,600	27,200

Figures for 1930 include farmer agents. Figures for 1941 include only agents having established places of business.

Table 2. ST. JOHN--Retail Merchandise Trade, by Kinds of Business
Comparison of Stores and Sales, 1930 and 1941. Payroll and Inventory, 1941.

(Group totals may include figures for classifications not shown separately)

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
TOTAL, ALL STORES	822	771	\$ 21,435,100	\$ 23,960,400	+ 11.8	\$ 2,333,300	\$ 3,052,200
Food Group	397	360	4,888,300	5,899,200	+ 20.7	358,000	423,300
Candy and confectionery stores	46	53	336,600	292,900		10,800	24,100
Fruit and vegetable stores	4	4	100,300	130,900		6,300	7,000
Grocery stores (without fresh meat)	224	193	2,497,000	1,545,100	- 38.1	57,700	117,200
Combination stores (groceries and meats)	52	74	1,181,100	3,389,400	+187.0	221,600	230,700
Meat markets (including sea foods)	28	17	444,700	194,900	- 56.2	17,300	14,000
General Merchandise Group	16	11	2,957,600	3,663,200	+ 23.9	453,900	427,400
Automotive Group	46	44	3,669,000	2,923,700	- 20.3	306,500	291,100
Motor vehicle dealers	18	10	2,994,800	2,112,500	- 29.5	237,500	258,300
Accessory, tire and battery shops	5	5	57,900	134,400		15,200	14,400
Garages	12	3	157,800	27,400		2,700	1,200
Filling stations	11	26	458,500	649,400	+ 41.6	51,100	17,200
Apparel Group	100	94	2,410,800	2,874,700	+ 19.2	305,900	697,700
Men's and boys' clothing and furnishings stores ...	35	23	534,400	431,900	- 19.2	47,400	92,100
Family clothing stores	13	19	765,900	1,128,200	+ 47.3	127,900	294,100
Women's apparel and accessories stores	38	39	645,700	820,500	+ 27.1	93,600	107,800
Shoe stores	14	13	464,800	494,100	+ 6.3	37,000	203,700
Building Materials Group	29	25	985,800	816,000	- 17.2	106,400	297,300
Hardware stores	8	10	237,200	640,000		74,000	241,900
Furniture--Household--Radio Group	28	19	1,093,700	1,006,100	- 8.0	160,300	247,100
Furniture stores	7	8	559,200	682,300		102,600	195,000
Household appliance or radio dealers	12	6	421,300	278,900		55,600	42,800
Restaurant Group	38	51	466,000	711,300	+ 52.6	116,600	20,900
Other Retail Stores	147	147	4,894,500	5,989,000	+ 22.4	514,700	631,600
Coal and wood yards (ice dealers)	29	27	1,453,600	875,800		101,200	89,500
Drug stores	36	30	906,200	1,396,200	+ 54.1	191,000	198,200
Jewellery stores	8	12	180,300	383,200	+112.5	43,300	122,600
Tobacco stores and stands	23	30	367,800	236,600	- 35.7	13,400	22,400
Second-Hand Group	21	20	69,400	77,200	+ 11.2	11,000	15,800

Table 3. NEW BRUNSWICK--Summary of Retail Merchandise Trade, by Counties and Incorporated Places
of 1,000 Population or Over

Comparison of Stores and Sales for 1930 and 1941

Locality	Population		Number of Stores		Net Sales		
	1931	1941	1930	1941	1930	1941	Per cent Change
TOTAL, NEW BRUNSWICK	408,219	457,401	4,434	4,774	\$ 84,371,900	\$ 99,480,700	+ 17.9
ALBERT	7,679	8,421	62	71	625,600	817,200	+ 30.6
CARLETON	20,796	21,711	207	216	3,891,800	3,522,000	- 9.5
Woodstock	3,259	3,593	93	80	2,333,900	2,167,000	- 7.2
CHARLOTTE	21,337	22,728	280	286	4,091,900	5,073,200	+ 24.0
Milltown	1,735	1,876	19	15	155,700	161,700	+ 3.9
St. Andrews	1,207	1,167	27	33	445,600	488,300	+ 9.6
St. George	1,087	1,169	27	23	419,400	542,900	+ 29.4
St. Stephen	3,437	3,306	93	95	2,282,300	2,604,700	+ 14.1
GLOUCESTER	41,914	49,913	316	457	3,017,700	4,691,200	+ 55.5
Bathurst	3,300	3,554	73	62	1,629,600	2,295,300	+ 40.9
KENT	25,478	25,817	213	192	1,347,100	1,898,100	+ 40.9
KINGS	19,807	21,573	201	221	2,589,100	3,306,900	+ 27.7
Sussex	2,252	3,027	60	65	1,312,800	2,088,000	+ 59.0
MADAWASKA	24,527	28,176	244	307	2,689,100	3,922,200	+ 45.9
Edmonston	6,430	7,096	108	117	1,625,100	2,884,600	+ 77.5
St. Leonard	-	1,095	(a)	23	(a)	193,300	(a)
NORTHUMBERLAND	34,124	38,485	337	364	3,904,200	5,179,700	+ 32.7
Chatham	4,017	4,082	88	69	1,205,900	1,310,300	+ 8.7
Newcastle	3,383	3,781	52	74	1,165,000	1,943,600	+ 66.8
QUEENS	11,219	12,775	130	128	1,306,200	1,217,900	- 6.8
RESTIGOUCHE	29,859	33,075	317	331	5,610,500	5,195,900	- 7.4
Campbellton	6,505	6,748	124	106	2,989,500	2,945,000	- 1.5
Dalhousie	3,974	4,508	56	56	1,496,800	1,123,600	- 24.9
ST. JOHN	61,613	68,827	939	914	22,351,700	25,698,300	+ 15.0
St. John	47,514	51,741	822	771	21,435,100	23,960,400	+ 11.8
SUNBURY	6,999	8,296	47	83	234,000	908,200	+288.1
VICTORIA	14,907	16,671	145	152	2,130,700	2,182,500	+ 2.4
Grand Falls	1,556	1,806	46	46	846,000	958,600	+ 13.3
WESTMORLAND	57,506	64,486	612	661	23,830,200	25,987,700	+ 9.1
Moncton	20,689	22,763	302	301	20,751,400	21,657,100	+ 4.4
Sackville	2,234	2,489	54	45	781,900	1,211,400	+ 54.9
Shediac	1,883	2,147	28	33	446,500	653,900	+ 46.9
Sunny Brae	-	1,368	(a)	4	(a)	80,900	(a)
YORK	32,454	36,447	384	391	6,752,100	9,879,700	+ 46.3
Devon	1,977	2,337	36	25	405,000	247,500	- 38.9
Fredericton	8,830	10,062	179	185	4,862,400	7,717,200	+ 58.7
Marysville	1,512	1,651	16	11	135,700	172,300	+ 27.0

(a) Comparable figures for 1930 are not available.

Table 4. NEW BRUNSWICK--Retail Merchandise Trade, by Counties
and Incorporated Places of 1,000 Population or Over, 1941

Number of Stores and Value of Sales, by Kind-of-Business Groups and for Selected Kinds of Business

(Sales shown in thousands of dollars)

An (x) indicates that figures are withheld to avoid disclosing individual operations but these are included in the totals.

Locality	KIND-OF-BUSINESS GROUPS													
	All Stores TOTAL		Food Group		Country General Stores		General Merchan- dise Group		Automotive Group		Apparel Group		Building Materials Group	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
1. TOTAL, NEW BRUNSWICK	4,774	99,905	2,153	21,123	587	9,785	157	19,802	502	15,787	329	7,612	107	3,811
2. ALBERT	71	817	33	151	17	468	-	-	12	115	-	-	1	(x)
3. CARLETON	216	3,522	62	617	34	615	5	233	39	868	13	310	10	14
4. Woodstock	80	2,167	16	324	-	-	4	(x)	15	638	12	(x)	4	14
5. Remainder of County.	136	1,355	46	293	34	615	1	(x)	24	230	1	(x)	6	(x)
6. CHARLOTTE	286	5,073	98	1,508	28	613	16	314	40	1,019	27	394	8	14
7. Milltown	15	162	9	116	-	-	-	-	2	(x)	-	-	-	(x)
8. St. Andrews	33	488	6	203	-	-	3	17	6	38	5	43	2	(x)
9. St. George	23	543	8	178	1	(x)	1	(x)	3	89	3	(x)	1	(x)
10. St. Stephen	95	2,605	21	645	-	-	7	(x)	9	690	18	267	5	12
11. Remainder of County.	120	1,276	54	367	27	(x)	5	17	20	(x)	1	(x)	-	(x)
12. GLOUCESTER	457	4,736	240	808	121	1,532	11	875	21	527	12	236	5	(x)
13. Bathurst	62	2,340	17	283	-	-	8	870	8	428	10	(x)	4	(x)
14. Remainder of County.	395	2,396	223	526	121	1,532	3	5	13	100	2	(x)	1	(x)
15. KENT	192	1,898	99	260	59	1,085	2	(x)	11	353	1	(x)	-	(x)
16. KINGS	221	3,307	99	799	26	391	7	666	38	690	7	126	6	11
17. Sussex	65	2,088	14	374	-	-	7	666	11	474	6	(x)	4	(x)
18. Remainder of County.	156	1,219	85	426	26	391	-	-	27	216	1	(x)	2	(x)
19. MADAWASKA	307	3,922	160	994	35	390	20	354	20	782	17	472	7	24
20. Edmonston	117	2,885	39	589	-	-	15	337	12	701	14	461	7	24
21. St. Leonard	23	195	10	43	2	(x)	2	(x)	2	(x)	2	(x)	-	(x)
22. Remainder of County.	167	844	111	363	33	(x)	3	(x)	6	(x)	1	(x)	-	(x)
23. NORTHUMBERLAND	364	5,301	172	1,246	62	1,220	15	635	34	827	24	258	6	6
24. Chatham	69	1,346	24	408	-	-	8	281	8	154	8	(x)	2	(x)
25. Newcastle	74	2,017	24	475	-	-	6	(x)	8	427	14	131	3	5
26. Remainder of County.	221	1,939	124	362	62	1,220	1	(x)	18	247	2	(x)	1	(x)
27. QUEENS	128	1,218	67	409	29	439	2	(x)	17	219	2	(x)	1	(x)
28. RESTIGOUCHE	331	5,264	154	1,273	40	581	23	1,025	26	657	30	530	4	8
29. Campbellton	106	2,993	36	744	-	-	8	621	11	397	21	391	3	(x)
30. Dalhousie	56	1,143	27	205	-	-	10	383	5	200	4	113	-	(x)
31. Remainder of County.	169	1,127	91	324	40	581	5	20	10	59	5	27	1	(x)
32. ST. JOHN	914	25,698	446	6,508	4	64	11	3,663	70	3,379	95	(x)	25	81
33. St. John	771	23,960	360	5,899	-	-	11	3,663	44	2,924	94	2,875	25	81
34. Remainder of County.	143	1,738	86	608	4	64	-	-	26	456	1	(x)	-	(x)
35. SUMBURY	83	908	34	116	19	397	3	73	14	102	1	(x)	1	(x)
36. VICTORIA	152	2,183	61	412	16	386	5	(x)	19	385	13	186	6	(x)
37. Grand Falls	46	959	11	149	3	30	4	(x)	5	207	6	135	3	(x)
38. Remainder of County.	106	1,224	50	263	13	356	1	(x)	14	177	7	51	3	(x)
39. WESTMORLAND	661	26,177	282	3,904	43	694	25	(x)	86	3,344	52	1,377	16	(x)
40. Moncton	301	21,818	116	2,671	-	-	12	(x)	34	2,497	39	1,237	8	(x)
41. Sackville	45	1,240	13	326	-	-	4	(x)	6	322	6	100	1	(x)
42. Shediac	33	656	3	62	-	-	8	(x)	4	75	4	29	1	(x)
43. Sunny Brae	4	81	4	81	-	-	-	-	-	-	-	-	-	(x)
44. Remainder of County.	278	2,382	146	765	43	694	1	(x)	42	450	3	11	6	(x)
45. YORK	391	9,880	146	2,118	54	910	12	851	55	2,519	35	773	11	84
46. Devon	25	248	14	157	-	-	-	-	5	63	1	(x)	-	(x)
47. Fredericton	185	7,717	62	1,408	-	-	9	820	20	2,201	32	757	10	(x)
48. Marysville	11	172	9	157	-	-	-	-	-	-	-	-	-	(x)
49. Remainder of County.	170	1,743	61	395	54	910	3	31	30	255	2	(x)	1	(x)

Table 4. NEW BRUNSWICK--Retail Merchandise Trade, by Counties
and Incorporated Places of 1,000 Population or Over, 1941

Number of Stores and Value of Sales, by Kind-of-Business Groups and for Selected Kinds of Business

(Sales shown in thousands of dollars)

An (x) indicates that figures are withheld to avoid disclosing individual operations but these are included in the totals.

						INDIVIDUAL KINDS OF BUSINESS (Included also in Group Totals)										
Furniture Household-Radio Group		Restaurant Group		Other Retail Stores Group		Grocery and Combination Stores		Motor Vehicle Dealers		Filling Stations		Garages		Drug Stores		
Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	
74	\$ 2,985	299	\$ 2,572	566	\$ 16,422	1,710	\$ 18,562	76	\$ 10,246	344	\$ 4,604	69	\$ 616	112	\$ 3,487	1.
-	-	3	(x)	5	19	27	122	-	-	8	88	4	27	3	18	2.
6	81	15	69	32	542	55	567	5	600	28	205	6	63	7	187	3.
5	(x)	7	43	17	467	14	301	4	(x)	9	97	2	(x)	5	(x)	4.
1	(x)	8	26	15	75	41	266	1	(x)	19	108	4	(x)	2	(x)	5.
7	112	13	124	44	806	80	1,407	8	678	25	288	7	53	8	193	6.
-	-	2	(x)	2	(x)	7	112	-	-	2	(x)	-	-	1	(x)	7.
2	(x)	1	(x)	8	140	4	186	1	(x)	2	(x)	3	18	2	(x)	8.
2	(x)	2	(x)	2	(x)	6	171	-	-	1	(x)	2	(x)	1	(x)	9.
2	(x)	7	66	26	464	16	590	5	639	3	50	1	(x)	4	101	10.
1	(x)	6	28	6	56	47	348	2	(x)	17	153	1	(x)	-	-	11.
4	100	12	78	31	521	193	679	2	(x)	16	164	3	58	4	59	12.
2	(x)	6	70	7	311	12	216	2	(x)	5	81	1	(x)	3	(x)	13.
2	(x)	6	8	24	211	181	462	-	-	11	82	2	(x)	1	(x)	14.
-	-	12	29	8	154	81	200	4	227	6	126	1	(x)	1	(x)	15.
-	-	17	173	21	352	84	731	4	308	27	299	6	65	4	93	16.
-	-	12	148	11	217	13	367	4	308	4	105	2	(x)	2	(x)	17.
-	-	5	25	10	135	71	364	-	-	23	194	4	(x)	2	(x)	18.
5	86	15	81	28	515	103	920	5	589	7	141	8	53	5	114	19.
3	(x)	8	(x)	19	426	28	565	4	(x)	4	114	4	39	5	114	20.
1	(x)	2	(x)	2	(x)	4	34	-	-	1	(x)	1	(x)	-	-	21.
1	(x)	5	8	7	(x)	71	320	1	(x)	2	(x)	3	(x)	-	-	22.
4	255	14	128	33	672	147	1,181	7	605	23	204	4	19	7	131	23.
1	(x)	5	39	13	276	17	391	2	(x)	6	47	-	-	2	(x)	24.
2	(x)	6	62	11	352	21	460	3	381	4	36	1	(x)	2	(x)	25.
1	(x)	3	28	9	44	109	329	2	(x)	13	121	3	(x)	3	24	26.
1	(x)	5	10	4	35	61	395	1	(x)	9	76	6	26	1	(x)	27.
6	185	15	83	33	851	122	1,096	6	456	19	199	1	(x)	6	172	28.
3	141	7	(x)	17	563	26	638	3	293	8	103	-	-	4	(x)	29.
2	(x)	2	(x)	6	187	19	160	2	(x)	3	45	-	-	2	(x)	30.
1	(x)	6	10	10	100	77	298	1	(x)	8	52	1	(x)	-	-	31.
20	(x)	65	775	178	6,593	328	5,456	10	2,113	49	1,066	5	(x)	32	(x)	32.
19	1,006	51	711	167	6,066	267	4,935	10	2,113	26	649	3	27	30	1,396	33.
1	(x)	14	64	11	526	61	521	-	-	23	416	2	(x)	2	(x)	34.
-	-	7	26	4	165	25	99	-	-	9	57	5	45	1	(x)	35.
1	(x)	16	(x)	15	369	51	373	5	250	11	76	3	59	4	92	36.
1	(x)	7	50	6	207	6	133	3	(x)	1	(x)	1	(x)	2	(x)	37.
-	-	9	(x)	9	162	45	239	2	(x)	10	(x)	2	(x)	2	(x)	38.
11	712	60	649	86	3,657	231	3,550	11	2,072	65	1,077	6	79	20	601	39.
8	624	26	528	58	3,038	93	2,445	7	1,694	22	673	1	(x)	15	496	40.
1	(x)	8	45	6	231	12	306	2	(x)	3	74	1	(x)	2	(x)	41.
-	-	7	27	6	147	2	(x)	-	-	3	52	1	(x)	2	(x)	42.
-	-	-	-	-	-	4	(x)	-	-	-	-	-	-	-	-	43.
2	(x)	19	49	16	240	120	658	2	(x)	37	278	3	40	1	(x)	44.
9	424	25	273	44	1,172	122	1,788	8	1,929	42	540	4	27	9	312	45.
-	-	2	(x)	3	13	14	157	-	-	5	63	-	-	1	(x)	46.
8	(x)	14	213	30	1,081	50	1,124	8	1,929	9	233	2	(x)	6	275	47.
-	-	1	(x)	1	(x)	7	151	-	-	-	-	-	-	1	(x)	48.
1	(x)	8	45	10	(x)	51	356	-	-	28	244	2	(x)	1	(x)	49.

Table 5. NEW BRUNSWICK--Retail Merchandise Trade, by Types of Operation

Comparison of Stores and Sales for 1930 and 1941

Kind of Business and Type of Operation	Number of Stores		Total Sales		Per cent of Sales	
	1930	1941	1930	1941	1930	1941
TOTAL, ALL STORES	4,434	4,774	\$ 84,371,900	\$ 99,480,700	100.0	100.0
Independent Stores	4,269	4,557	72,442,600	79,665,200	85.9	79.7
Chain Stores	165	217	11,929,300	19,815,500	14.1	19.9
Grocery and Combination Stores	1,214	1,710	12,194,100	18,562,000	100.0	100.0
Independent stores	1,184	1,683	10,616,700	17,028,900	87.1	91.7
Chain stores	30	27	1,577,400	1,533,100	12.9	8.3
Country General Stores	666	587	10,388,100	9,784,600	100.0	100.0
Independent stores	655	568	9,919,600	8,264,300	95.5	84.5
Chain stores	11	19	468,500	1,520,300	4.5	15.5
Filling Stations	188	344	1,489,300	4,603,500	100.0	100.0
Independent stores	177	327	1,244,000	4,037,700	83.5	87.7
Chain stores	11	17	245,300	565,800	16.5	12.3

Table 6. ST. JOHN--Retail Merchandise Trade, by Types of Operation

Comparison of Stores and Sales for 1930 and 1941

Kind of Business and Type of Operation	Number of Stores		Total Sales		Per cent of Sales	
	1930	1941	1930	1941	1930	1941
TOTAL, ALL STORES	822	771	\$ 21,435,100	\$ 23,960,400	100.0	100.0
Independent Stores	774	717	17,712,800	17,771,100	82.6	74.2
Chain Stores	48	54	3,722,300	6,189,300	17.4	25.8

